

#10B (atf)
1229-02



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17207-00003
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Samra et al. :
Serial No.: 09/474,539 : Art Unit: 3623
Filed: December 29, 1999 : Examiner: Andre D. Boyce
For: METHODS AND SYSTEMS :
FOR ANALYZING :
MARKETING CAMPAIGNS :

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AMENDMENT AFTER FINAL

Box AF
Hon. Commissioner for Patents
Washington, D.C. 20231

In response to the Office Action dated September 16, 2002 and made final, Applicants respectfully request entry and consideration of the following amendment:

IN THE CLAIMS

Please cancel Claim 12. ✓

1. (once amended) A method of analyzing the success of a marketing campaign by using a targeting engine, campaign results and an original campaign database, said method comprising the steps of:

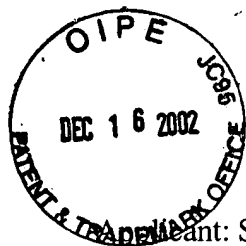
embedding within the targeting engine a plurality of analytic models including marketing and risk models;

using the plurality of analytic models embedded within the targeting engine to derive a list of user defined dimensions for generating the marketing campaign, the user defined dimensions include marketing defined dimensions and risk defined dimensions;

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CERTIFICATE OF MAILING BY EXPRESS MAIL TO
THE COMMISSIONER OF PATENTS AND TRADEMARKS

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Date of Mailing: December 16, 2002

I certify that the documents listed below:

- Transmittal (3 pgs., in duplicate)
- Amendment in Response to Final Office Action dated September 16, 2002 (11 pgs.)
- Submission of Marked Up Claims (4 pgs.)
- Certificate of Mailing via Express Mail (1 pg.)
- Return post card

are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. §1.10 on the date indicated above in an envelope addressed to BOX AF, Commissioner for Patents, Washington, D.C. 20231.

Daniel M. Fitzgerald
Registration No. 38,880
Armstrong Teasdale LLP
One Metropolitan Square, Suite 2600
St. Louis, MO 63102
(314) 621-5070



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Commissioner for Patents
Washington, D.C. 20231

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TRANSMITTAL

1. Transmitted herewith is:
Amendment in response to Final Office Action dated September 16, 2002; Submission
of Marked Up Claims; Certificate of Mailing by Express Mail

STATUS

2. Applicant
☒ claims small entity status.
☒ is other than a small entity.

CERTIFICATE OF MAILING/TRANSMISSION (37 C.F.R. 1.8a)

I hereby certify that this correspondence is, on the date shown below, being:

MAILING

☒ deposited with the United States Postal Service
Express Mail, Post Office to Addressee, Label No.
EV263879348US, addressed to the Commissioner for
Patents, Washington, D.C. 20231

Date: 12-16-02

FACSIMILE

transmitted by facsimile to the Patent and Trademark
Office

Daniel M. Fitzgerald
Registration No. 38,880

EXTENSION OF TERM

3. The proceedings herein are for a patent application and the provisions of 37 C.F.R. 1.136 apply.

(complete (a) or (b), as applicable)

- (a) _____ Applicant petitions for an extension of time under 37 C.F.R. 1.136
(Fees: 37 C.F.R. 1.17(a)-(d) for the total number of months checked below:)

Extension for response within:	Other than small entity Fee	Small entity Fee (if applicable)
_____ first month	\$ 110.00	\$ 55.00
_____ second month	\$ 400.00	\$ 200.00
_____ third month	\$ 920.00	\$ 460.00
_____ fourth month	\$1,440.00	\$ 720.00
_____ fifth month	\$1,960.00	\$ 980.00

Fee: \$ _____

If an additional extension of time is required, please consider this a petition therefor.

(Check and complete the next item, if applicable)

_____ An extension of _____ months has already been secured. The fee paid therefor \$ _____ is deducted from the total fee due for the total months of extension now requested.

Extension fee due with this request \$ _____.

OR

- (b) ☒ Applicant believes that no extension of term is required. However, this conditional petition is being made to provide for the possibility that applicant has inadvertently overlooked the need for a petition for extension of time.

FEE FOR CLAIMS

4. The fee for claims (37 C.F.R. 1.16(b)-(d)) has been calculated as shown below:

	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT		(Col. 2) HIGHEST NO. PREVIOUSLY PAID FOR	(Col. 3) PRESENT EXTRA	SMALL ENTITY ADDITIONAL RATE FEE	OR	OTHER THAN SMALL ENTITY ADDITIONAL RATE FEE
TOTAL	24	MINUS	20	=4	x \$9 = \$		x \$18 = \$72.00
INDEP.	2	MINUS	3	=0	x \$42 = \$		x \$84 = \$
— FIRST PRESENTATION OF MULTIPLE DEP. CLAIM					+ \$130 = \$		+ \$280 = \$
					TOTAL ADDITIONAL FEE \$	OR	TOTAL ADDITIONAL FEE \$72.00

- (a) — No additional fee for Claims is required

OR

- (b) ☒ Total additional fee for claims required \$ 72.00

FEE PAYMENT

5. — Attached is a check in the sum of \$ —
- ☒ Charge Deposit Account No. 01-2384 the sum of \$72.00
A duplicate of this transmittal is attached.

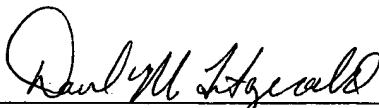
FEE DEFICIENCY

6. ☒ If any additional extension and/or fee is required, charge Deposit Account No. 01-2384.

AND/OR

- ☒ If any additional fee for claims is required, charge Deposit Account No. 01-2384.

7. — Other:


 Daniel M. Fitzgerald
 Registration No. 38,880
 ARMSTRONG TEASDALE LLP
 One Metropolitan Square, Suite 2600
 St. Louis, MO 63102
 314/621-5070